

12 PROVEN STEPS

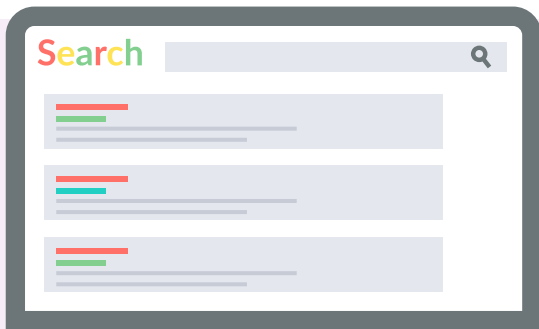
How to Rank on Google with On Page SEO

On-Page SEO will Make or Break your SEO. From headers to internal links, every detail matters. These 15 steps will guide you to optimize your site and rank fast.

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01 Keyword Research

Use tools like Google Keyword Planner, Ahrefs, or SEMrush to **find long-tail keywords** with high search volume and low competition (*produces more specific content & attracts targeted traffic*).



02 Title Tags

Place the primary keyword at the beginning of the title. Keep title tags between 50-60 characters. Use a compelling title to attract clicks and visits.

03 Meta Description

Provide a brief overview of the page content in a summary. Use primary and secondary keywords naturally and keep the description between 150-160 characters.

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04 Header tags (H1-H6)

Only 1 H1 header or tag per page and must include the primary keyword. Use h2 and h3 headings in body content with primary/secondary keywords.

05 URL Structure

Keep the page URL (link/slug) short and descriptive. Use the primary keyword in the URL.



06 Content Optimization

Ensure content is valuable, relevant, and original. Naturally include primary and secondary keywords throughout the content. Aim for at least 750 words, but longer content (1500+ words) often performs better.

07 Internal & External Linking

Link to relevant pages within your website to keep users engaged and improve crawlability. Include descriptive anchor text that includes keywords. Use **relevant, credible, and authoritative** external links.



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08 Image Optimization

Use descriptive alt text that includes keywords. Name image files with relevant keywords. Compress images to improve page load speed without sacrificing image quality.

09 Mobile and Page Speed Optimization

Ensure the page is mobile-friendly with a responsive design and great performance. Use tools like Google PageSpeed to identify and fix issues.



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Bonus Tips *

User Experience (UX) - Ensure your page is clean, and easy to navigate.

Use **Schema Markup** To help search engines understand and rank page content.

Add Social Media buttons and Open Graph Tags to **optimize for social media sharing**.

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